The NEW

nineteen
hundred
fifty six

PACKARD

The brilliant engineering that brought you Torsion-Level Ride now brings you

THE GREATEST PACKARD OF THEM ALL

We present to you the *New* nineteen hundred fifty-six Packard, the car that is outstripping time itself.

There have been outstanding automobiles that were ahead of their times in one way or another.

But we have seen none, even the great Packards of the past, that has been so far ahead in so many ways.

The advanced *New* Packard Styling is a model of eloquent simplicity, with inspired touches of the future crowning its distinctive beauty of today.

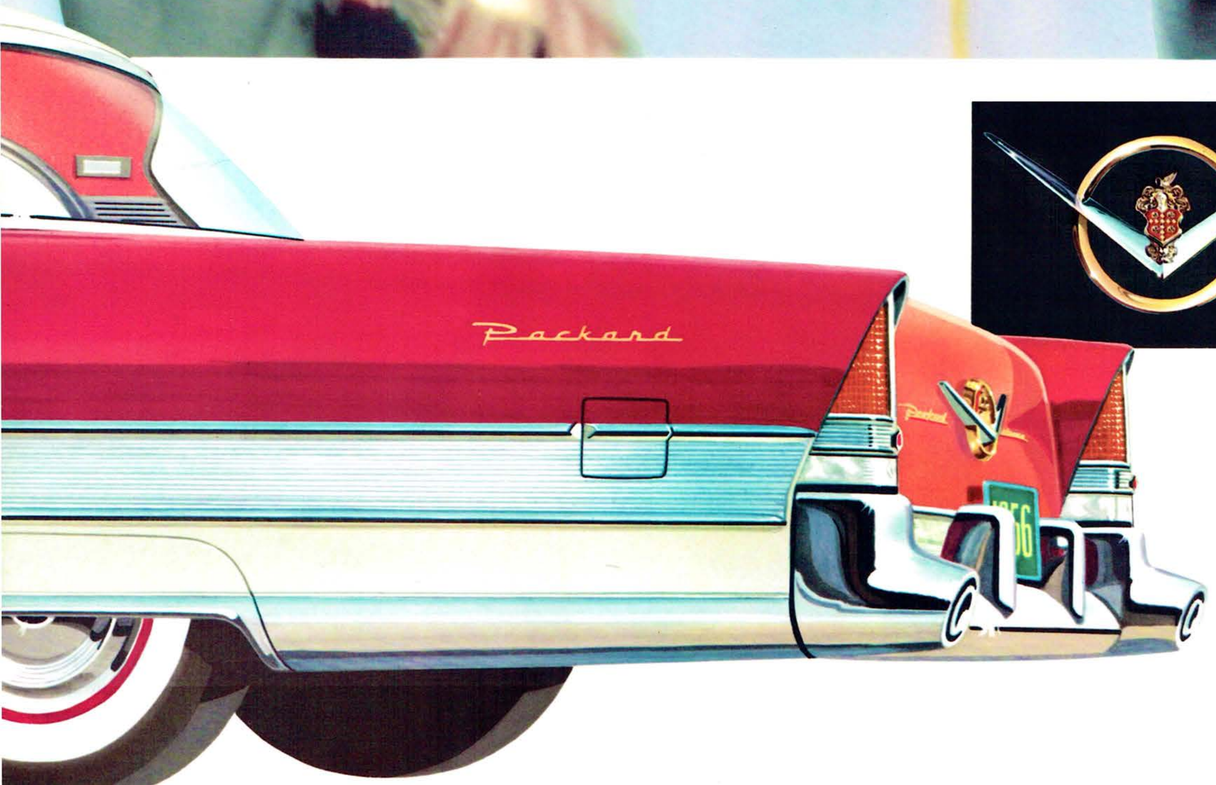
In the *New* Packard, you will enjoy motion as never before. For it is the culmination of the advanced planning of Packard Creative Engineering.

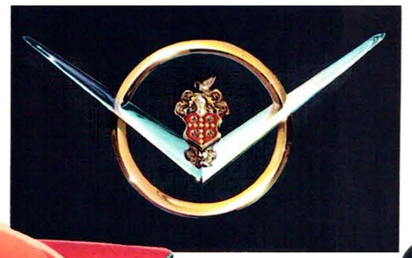
In Packard's new V-8 engine, you command the mightiest driving force in any car. You control it with the most responsive and smoothest of automatic transmissions. And you drive in the boundless comfort of Torsion-Level Ride – flawlessly smooth, perfectly level, thoroughly relaxing all of the time – one of the most far-reaching automotive developments in decades.

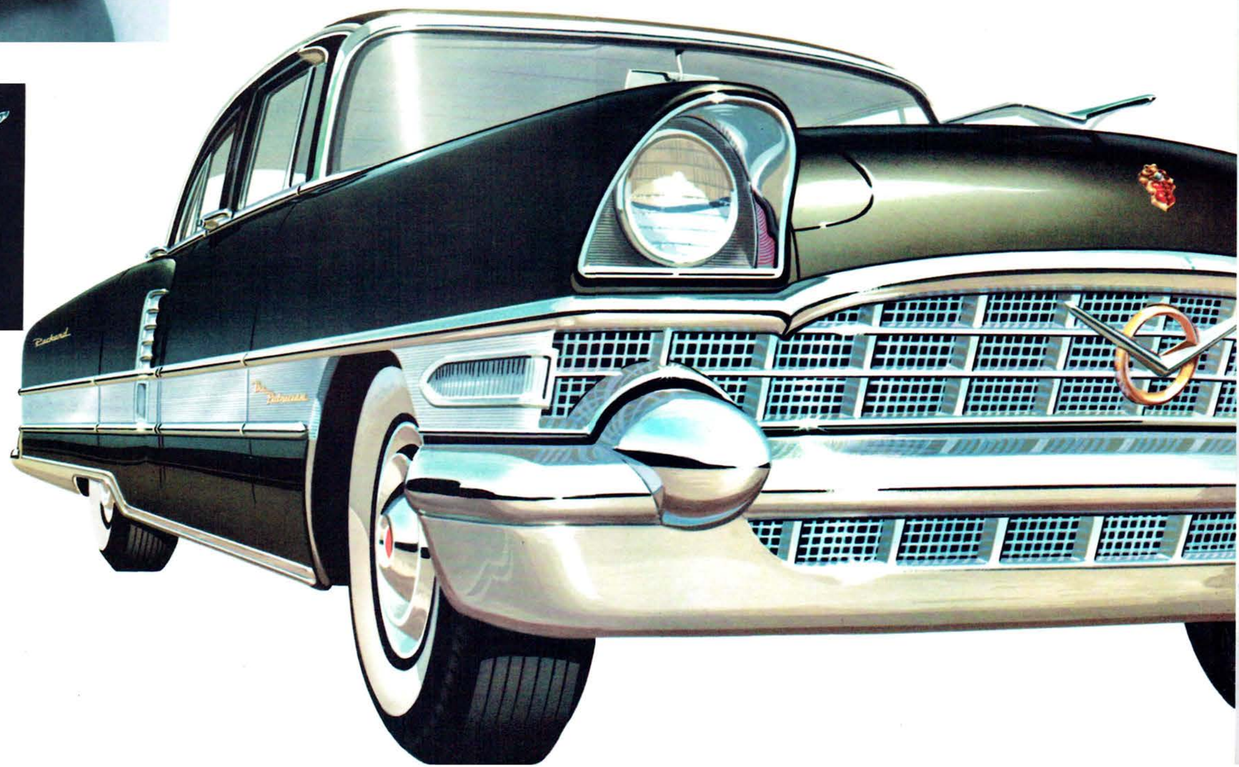
Piling pleasure upon pleasure, the *New* Packard brings you the convenience of new *Electronic* Push-Button Ultramatic. Now, electronic push-buttons replace the conventional selector lever, permit you to obtain the desired driving range by a little tap of your finger on the appropriate button.

And there are dozens of other Packard advancements dedicated to bringing you the driving pleasure of tomorrow . . . today.

In styling, engineering and performance . . . in pride of ownership and progress . . . in every way you choose to look at it . . . this is the greatest Packard of them all.







THE NEW

nineteen hundred fifty six

PACKARD

The Patrician

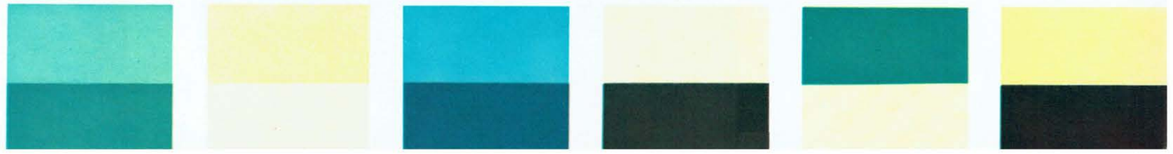
FROM ITS MANY-FACETED GRILLEWORK, all along the flow of its broad Caribbean-inspired side molding, to the new crisp lines of the rear deck, the *New* Packard Patrician brings you the easy grace of luxurious living . . . and luxurious motoring.

In the Patrician's lines you see the clean, clearly defined styling that only the master designer is capable of and dares to use.

From the great, deep-breathing V-8 engine, you can summon the brilliant performance that only master motor builders can build into an engine.

In the deep hush of the Patrician's interior, you see the work of the inspired decorator all about you. Hundreds of styling details, expressed in sculptured metal, decorator fabrics and colors, are blended together to give you the visual satisfaction that can come only to the *New* Packard owner.

For the *New* Packard is conceived and built to lead the kind of life you love . . . the kind of life that is yours and yours alone.



The superb poise of the Patrician, whether the car is in motion or at rest, lies more than metal deep. It is rooted in the advanced Packard V-8 engine and the great Packard-pioneered Torsion-Level Ride.

(Right) The quiet elegance of the Patrician is borne out in this silver-flecked matelassé upholstery of dark blue and harmonizing light blue, with dark blue deep-pile carpeting on floor and foot rests. (Left) Six of the new exterior color combinations for the nineteen hundred fifty-six Patrician.

THE NEW

nineteen hundred fifty six

PACKARD

The Four Hundred

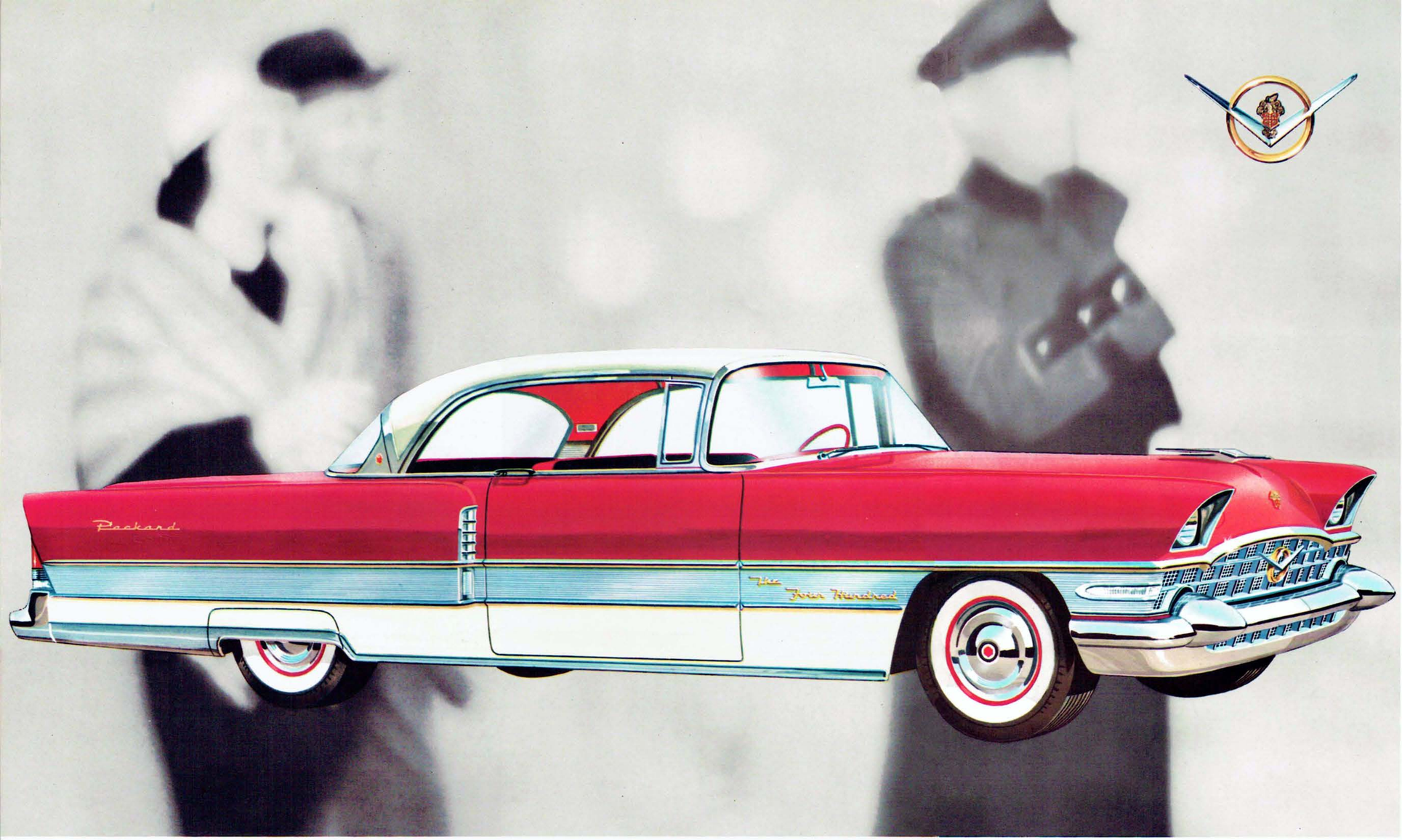
TRADITIONAL ELEGANCE is spiced with youthful flair in the *New* Packard Four Hundred.

Let your eye capture the quick sweep of line and the forward-motion profile of this great car.

Or let your eye linger on the little things – the new hood ornament, the wrap-around parking lights, the shrouded headlights, the distinctive Packard taillights.

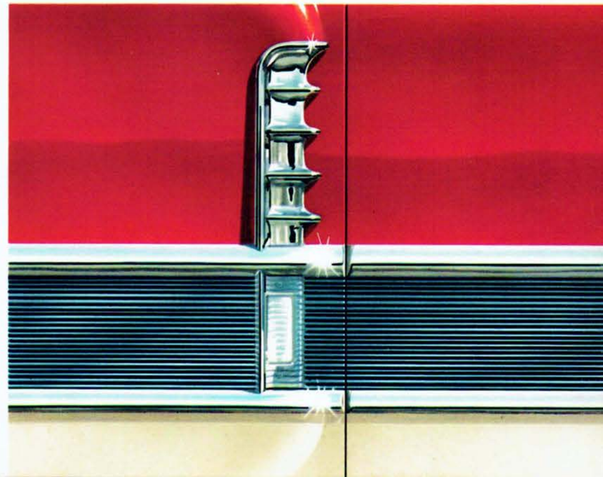
What you see is a convincing demonstration of the Four Hundred's spirited elegance. And when you slip behind the wheel, you find it demonstrated in another way . . . in the poetry of motion.

For the Four Hundred, like all of the *New* Packards, is powered for today . . . and tomorrow. At its wheel, you drive in supreme confidence, whether you are in the thick of traffic, rolling along country roads or motoring in America's great mountain country. You know that whatever the driving situation, you can summon more than enough power, and summon it as fast as you want it.



Chrome-plated steel roofbows in Four Hundred's interior contribute to the spirit of the car, add their sparkle to the rich upholsteries and color-coordinated interiors and exteriors. (Six of the new color combinations are shown at left.)

When parking lights or headlights are on at night-time, Packard Courtesy Light emits pleasant glow, outlines side of car. When door is opened, 15-candlepower brilliance illuminates the way for entering or exiting passenger.



THE NEW

nineteen hundred fifty six

PACKARD

Caribbean series

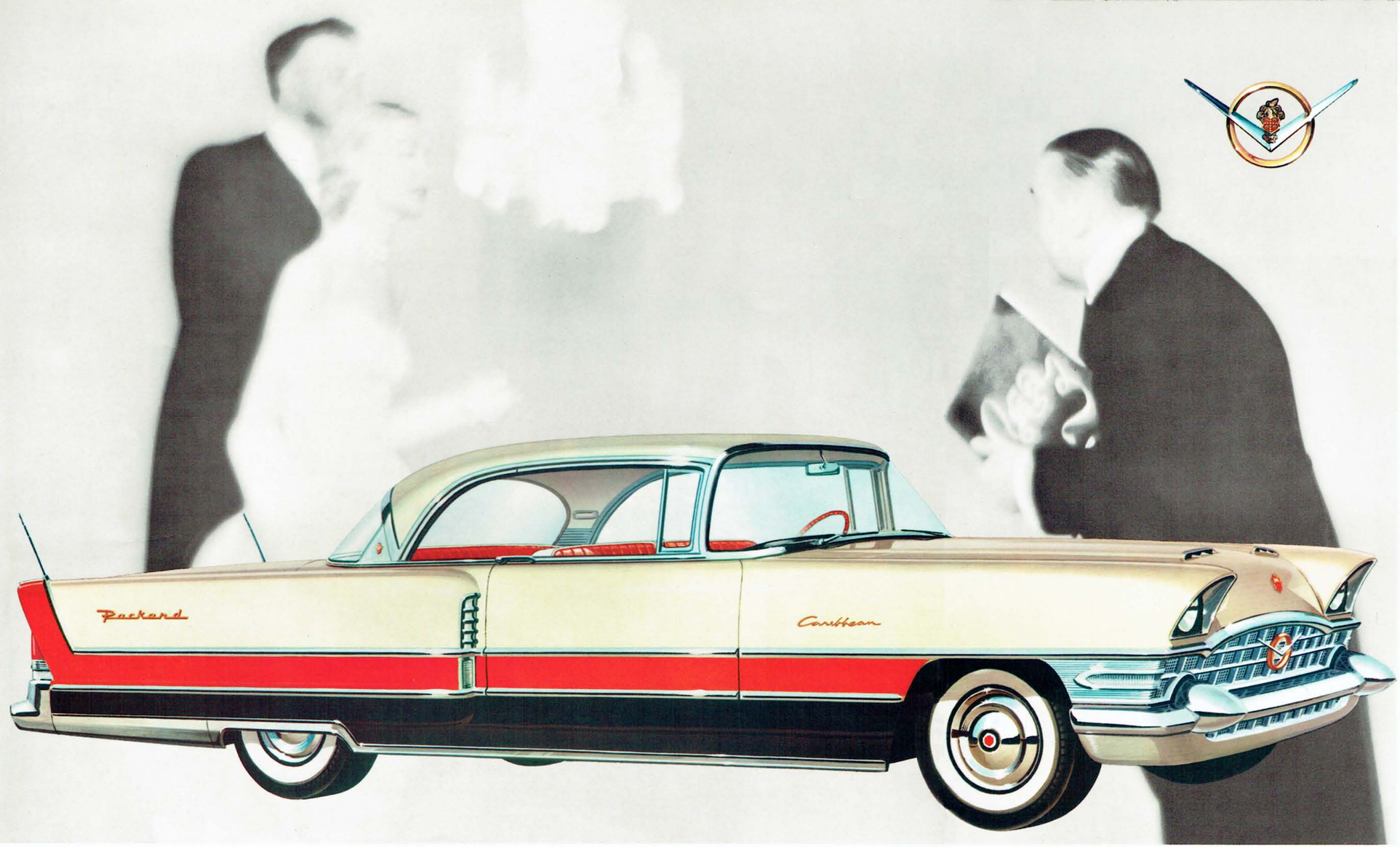
HARDTOP

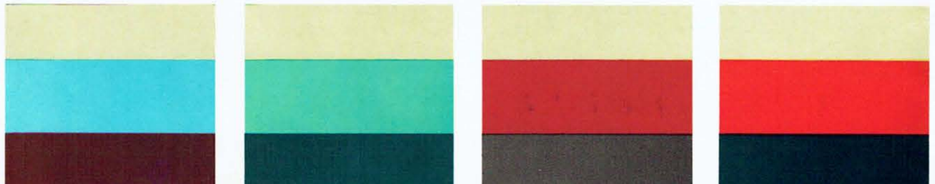
THE *New* Packard Caribbean Hardtop wears the Convertible's mantle of sleekness and glamour, along with its own special hardtop, closed-car functionalism.

To the Convertible's simplicity of line and richness of decor, it adds the thrill of almost unlimited vision through the wrap-around front and rear windows and pillarless side windows.

The Hardtop also brings you the extraordinary performance of the Convertible: 310-horsepower advanced Packard V-8 engine developing maximum torque rating of 405. This mighty driving force makes itself known in the Hardtop's lightning-like takeoff and passing abilities and in its easy acceptance of sustained high-speed driving requirements. Here is the basis for complete confidence as you drive, regardless of the driving situation.

And, as you would expect, the ultimate in luxury features is standard equipment in the Caribbean Hardtop. For example: *Electronic* Push-Button Ultramatic, fresh air heater and defroster with underseat heater, signal-seeking radio with rear compartment speaker and power-operated twin antennas, Packard four-way power seat, white sidewall tires, tri-color paint combination, rear fender shroud, Torsion-Level Ride, power brakes, power steering and electric window lifts.

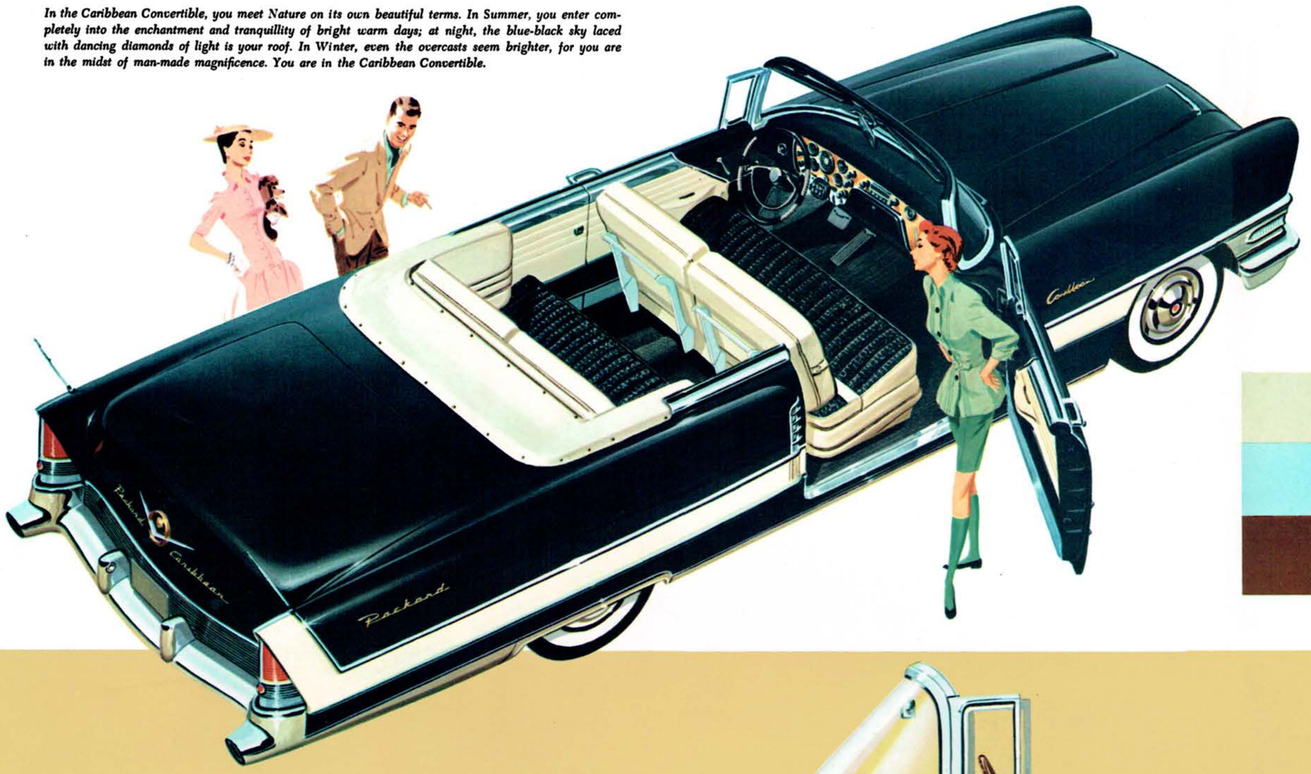




From gleaming bumper to gleaming bumper, the Caribbean Hardtop is 218.5 inches long. Chassis features 127-inch wheelbase. Twin four-barrel carburetors and dual exhausts are standard equipment.

Contoured chromium ribbon sets off the thin roof line of the New Packard Caribbean Hardtop. Long flowing lines accentuate the low-slung, forward-motion appearance. The steel top is custom-covered with fabric and complements the simplicity of the beautiful interior.

In the Caribbean Convertible, you meet Nature on its own beautiful terms. In Summer, you enter completely into the enchantment and tranquillity of bright warm days; at night, the blue-black sky laced with dancing diamonds of light is your roof. In Winter, even the overcasts seem brighter, for you are in the midst of man-made magnificence. You are in the Caribbean Convertible.



The Caribbean

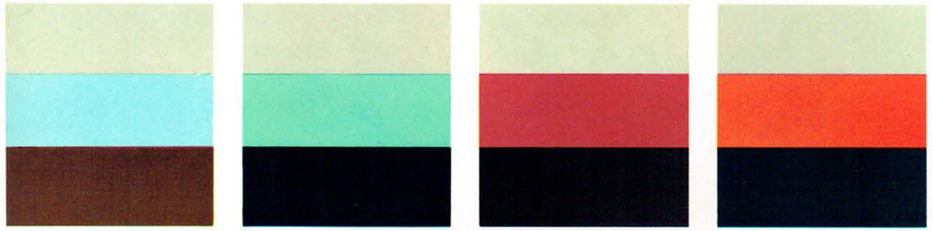
THIS IS THE THOROUGHBRED of open-air motoring – the car that cannot be approached anywhere for stunning beauty . . . or for the feeling of exhilaration it imparts to its driver.

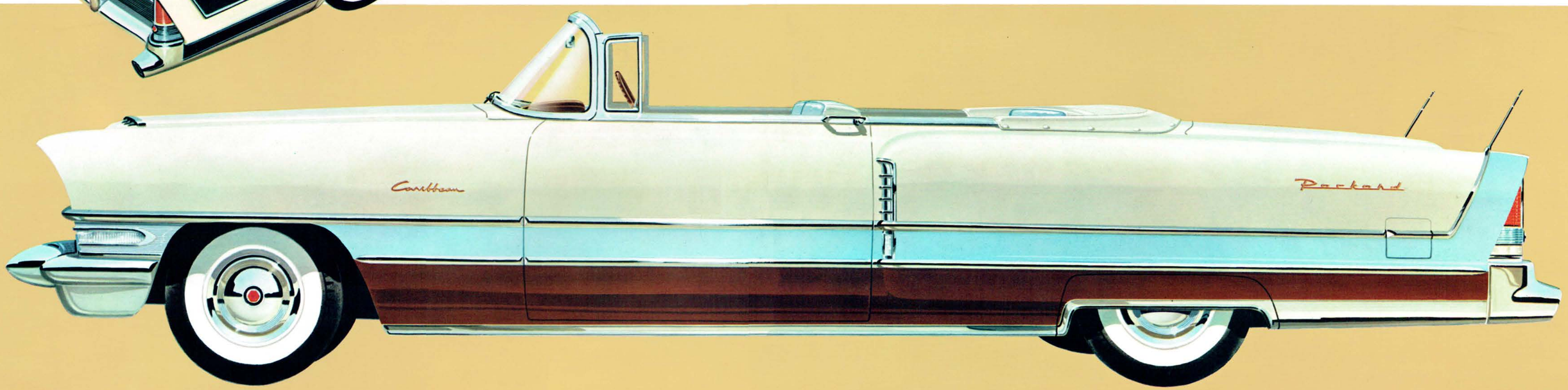
Low, long and sleek, with the smartness of tomorrow all about it, the *New* Packard Caribbean Convertible captures and freely expresses the spirit of adventure as no other automobile has ever done.

With push-button simplicity, you bring down the top to reveal and revel in the beauties of open-air driving. With top up you are cozy as you could wish, surrounded by the remarkable beauty of the Caribbean Convertible's interior appointments.

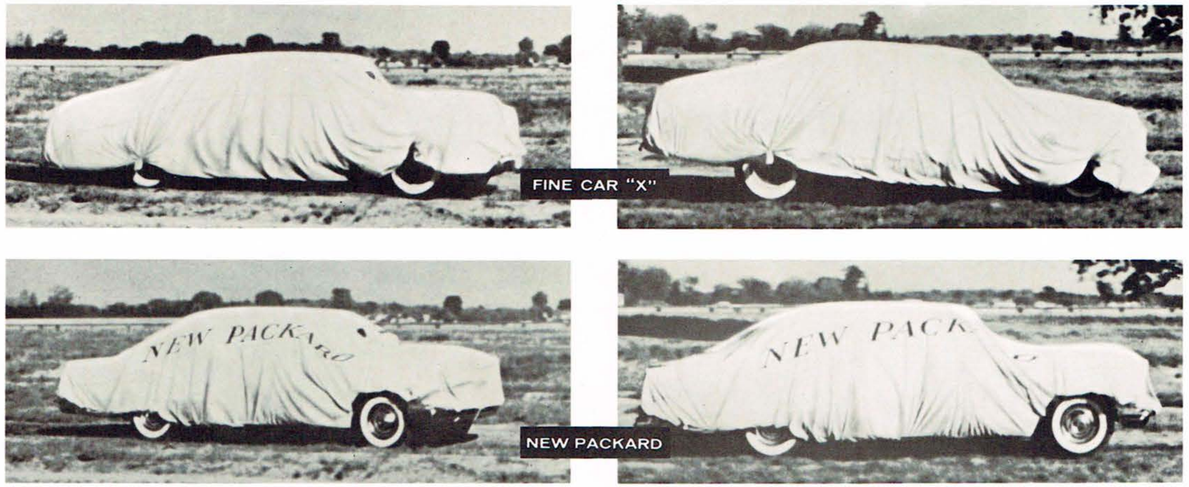
And in the Caribbean Series, of course, there is no compromise with the ultimate in luxury. This shows clearly in the Convertible's standard features, some of which are: *Electronic* Push-Button Ultramatic, fresh air heater and defroster with underseat heater, signal-seeking radio with rear compartment speaker and power-operated twin antennas, Packard four-way power seat, white sidewall tires, tri-color paint combination, rear fender shroud, Torsion-Level Suspension, power brakes, power steering and electric window lifts.

The Packard Tri-Color, available in four combinations. Exclusive with the Caribbean Convertible and its running mate, the Caribbean Hardtop.



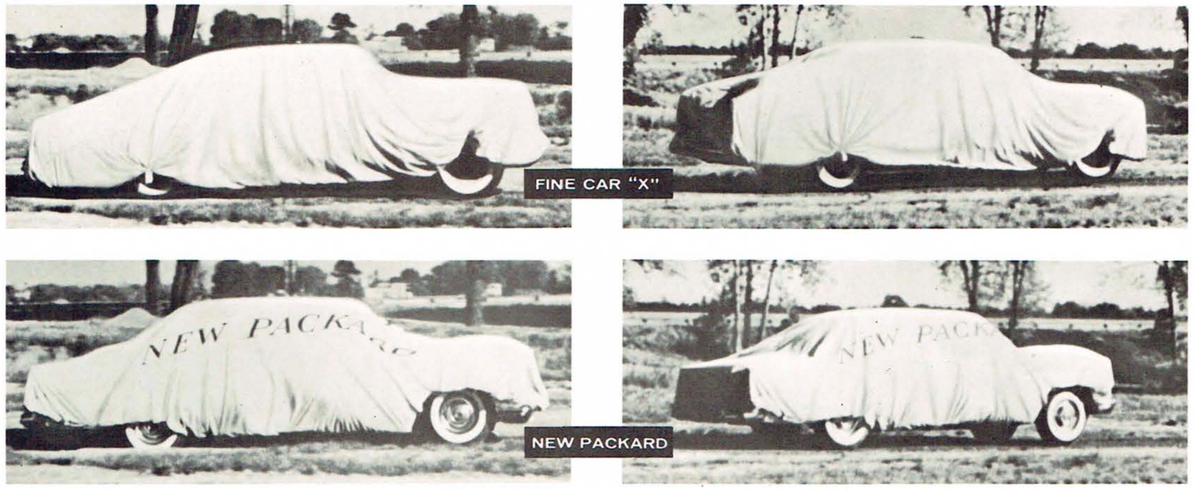


Packard TORSION-LEVEL RIDE — flawlessly smooth, perfectly level, thoroughly relaxing all of the time



Road Test Film Shots compare Packard with fine car "X"

The *New* Packard and the fine-car "X" shown above it are sent across the same rough terrain under the same conditions in dramatic comparison of Torsion-Level Ride and outmoded spring-ride.



Note that when fine-car "X's" rear wheels hit bump, rear of car bounces up and front nosedives — very much like a boat in a storm. Packard hits same bump, remains perfectly level.

Fine-car "X's" front wheels hit bump and car's front bounces up, while car rear squats way down. Over the same bump and at the same speed, *New* Packard maintains smooth, level ride.

Wherever you may drive, Packard Torsion-Level Ride is constantly on the alert to give you a ride so flawlessly smooth, so perfectly level, so thoroughly relaxing all of the time that it beats riding on air.

No other car accelerates, corners, holds the road, handles or stops like the *New* Packard!

No Old-Fashioned Springs! No teeter-totter spring ride. No sacrifice of control and handling to achieve partial comfort. Packard Torsion-Level Ride gives you new precision car control *and* the most comfortable ride you can experience.

Control at All Speeds. Torsion-Level Suspension gives new steadiness at all speeds, practically eliminates fishtailing and wandering.

Even-Keel Starts. No matter how fast you accelerate the *New* Packard, there is no rear-end squat With Torsion-Level Ride you are on even kee before *and* after you start.

Level Stops. Even if you stop abruptly, there's little or no rear end pitch. With Torsion-Level Ride, braking is smoother, surer at all speeds.

Maximum Night-Time Visibility. Regardless of the weight you're carrying, Packard Torsion-Level Ride keeps the car level. Headlight beams remain perfectly focused on road, provide maximum visibility.

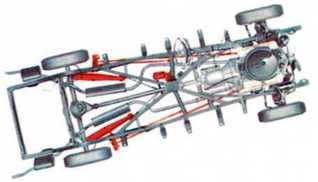
Protects Car From Shock. Old-fashioned springs transmit shocks and twist to frame and body. Torsion-Level Suspension absorbs and dissipates shock and twist, preserves new-car quietness.

Drive and Arrive Refreshed. The *New* Packard's Torsion-Level Ride is in a class by itself — flat, vibrationless, and smooth. You drive relaxed, arrive refreshed.

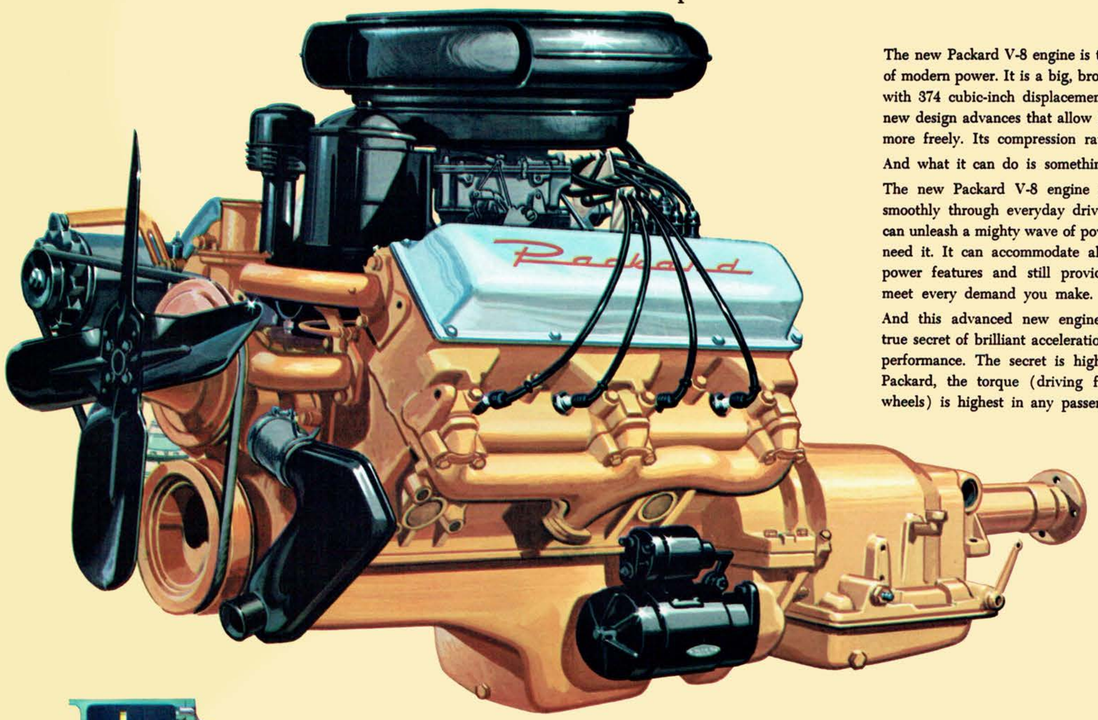
Controlled Cornering. With Torsion-Level Ride, you have a new and welcome sensation of positive control as you take long, sweeping curves or sharp corners in stride.

Torsion-Bar Suspension — IT'S SIMPLE. Packard's advanced ride is maintained by connecting front and rear wheels on each side by a single torsion bar. Load-Levelizer motor in center automatically raises or lowers car level 7 seconds after car load changes.

Hugs the Road. Packard Torsion-Level Ride keeps the car level, regardless of the load. Better balance, better distribution of starting and stopping forces helps car hug road more tightly at all times, reduces chance of rear-end skid.



You command today's mightiest driving force—310 horsepower in the Caribbean Series; 290 horsepower in the Patrician and Four Hundred models



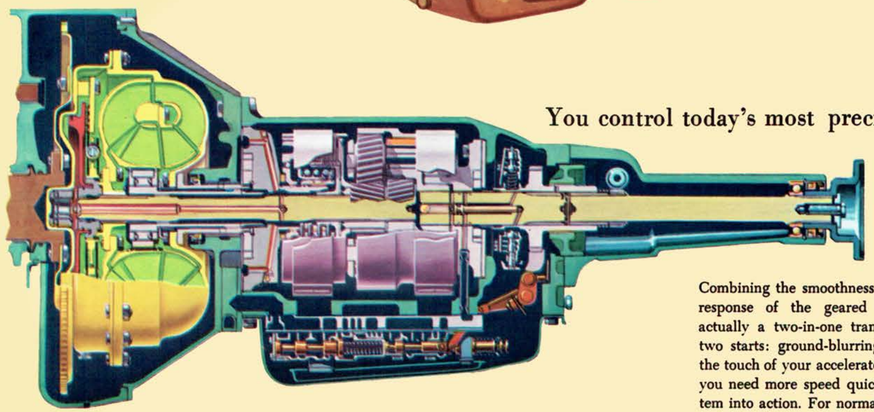
The new Packard V-8 engine is the eloquent voice of modern power. It is a big, broad-chested engine with 374 cubic-inch displacement. It incorporates new design advances that allow it to breathe even more freely. Its compression ratio is 10.00 to 1.

And what it can do is something to behold.

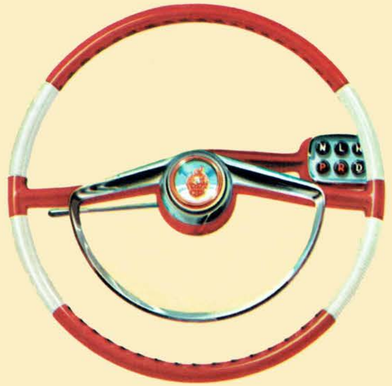
The new Packard V-8 engine can loaf its way smoothly through everyday driving speeds. Or it can unleash a mighty wave of power whenever you need it. It can accommodate all of the Packard power features and still provide full power to meet every demand you make.

And this advanced new engine brings you the true secret of brilliant acceleration and high-speed performance. The secret is high torque. And in Packard, the torque (driving force at the rear wheels) is highest in any passenger car.

You control today's most precise, responsive transmission



Combining the smoothness of the torque converter with the dynamic response of the geared transmission, the Packard Ultramatic—actually a two-in-one transmission—offers you finger-tip choice of two starts: ground-blurring getaway or smoothest cruising glide at the touch of your accelerator. Between 18 and 40 miles an hour, when you need more speed quickly, you can bring either accelerating system into action. For normal speed increase, you press the accelerator pedal and get torque action. For a maximum burst of speed, you bottom the pedal and get geared power unmatched in the industry.

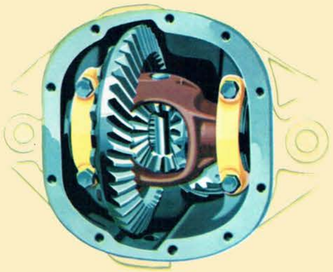


AND NOW . . . *ELECTRONIC* PUSH-BUTTON ULTRAMATIC

(Standard in Caribbean Series, optional at extra cost in Patrician and Four Hundred models)

Packard-pioneered *Electronic* Push-Button Ultramatic brings you into the age of automatic motoring. It puts all of the versatility of standard Ultramatic at the command of one finger tip.

To select the drive setting you wish, you need only tap the boldly labeled button, and the transmission does the rest. Your eyes stay on the road and both hands on the wheel more of the time. And you use fewer motions. Built-in "watch-dog" system automatically locks out reverse and park buttons when car is moving faster than five miles an hour. And once again, Packard leads the way to freer, easier and safer driving.



New Overdrive Economy

The new optional 2.87 to 1 rear axle allows you to combine outstanding fuel economies (heretofore thought possible only in overdrive transmissions) with the convenience of an automatic transmission. Also available: Ratios of 3.07 to 1, 3.31 to 1, and a ratio of 3.54 to 1, for maximum performance. (See information in specifications.)

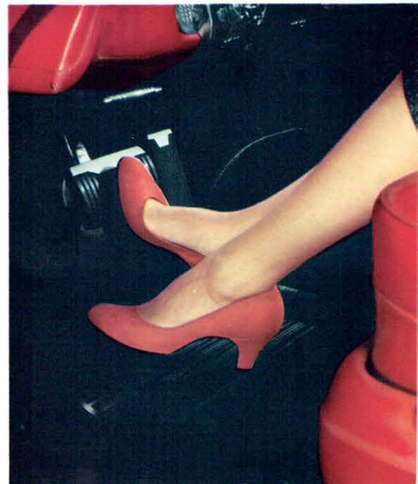
Provides 80% of Steering Effort. With the Packard power steering system, you still retain the feel of the car. You have better, safer control for normal driving, soft shoulder parking, for emergencies or for rough-road conditions. Even if the power steering system should fail, you drive in complete safety, for the system automatically reverts to manual steering.

Push-Button Ventilation. Right from the driver's seat, with just a touch of your finger, you can control all four windows and achieve the interior ventilation conditions that suit you perfectly. No straining or craning. Master switch on driver's door panel. Individual switches underneath all other windows. Each window operated by its own electric motor.

For a new advance in comfort and convenience—the Packard Power Features

One Switch Controls New Power Seat. One small switch . . . that's the only control on the *New* Packard's power seat. Pull up on switch and seat rises. Push down and seat goes down. Push switch forward or backward and seat moves accordingly. In seconds, with no confusion, anyone who drives the car can put himself into his very favorite driving position.

Cuts Your Reaction Time Up to 29%. The Packard-pioneered low brake pedal position and the new wider Packard pedal help cut your reaction time up to 29%. To stop fast: Pivot toe from accelerator to brake pedal and press. Braking is almost effortless. Yet brake action is powerful, positive. Reserve vacuum power for long period of time—another Packard safety feature.

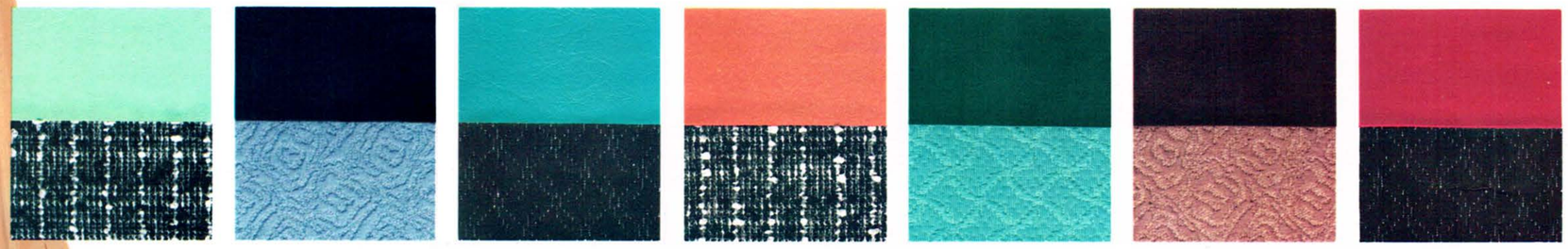


High Fashion Styling

by

PACKARD

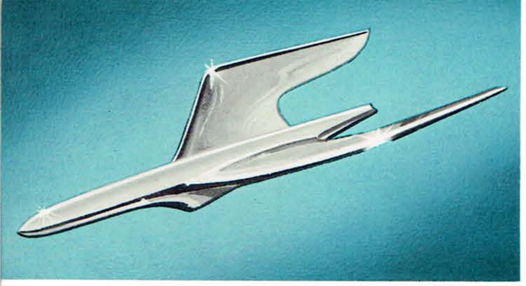
Magnificent leathers, rich jacquards and matelassés in harmonizing and contrasting colors provide you with wide choice of materials for personal expression.



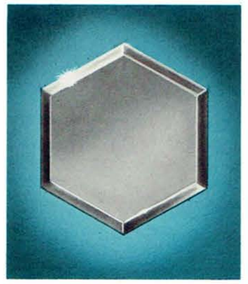
The shape of things to come is here today in high-fashion styling by Packard. You see it in the sweep and scope of Packard exteriors. You see it repeated again and again in the appointments, fittings and finishes of Packard interiors.

Perhaps most important of all, in the *New* Packard you can choose the precise combination of materials and colors that will make you feel comfortable and completely at home.

Even the seating's exciting! New contemporary front and rear sofa seats in Caribbean series feature slip-out, reversible cushions upholstered in leather on one side and fabric on the other. Thick cellular foam rubber pads eliminate coil springs. Pads are seated on no-sag springs contoured to provide deep-comfort body support. Upholstery materials on cushions unzip for easy cleaning.



The Packard Hood Ornament – evolved from the bird at the top of the Packard Coat of Arms–adds its special note of distinction to the beauty of Packard styling.



The Red Hexagon is one of the automobile industry's earliest marks of quality. From the early Packard days, the hexagonal hub caps were painted red to signify "Final OK" after rigid factory inspection.

Timeless Hallmarks of Packard Quality

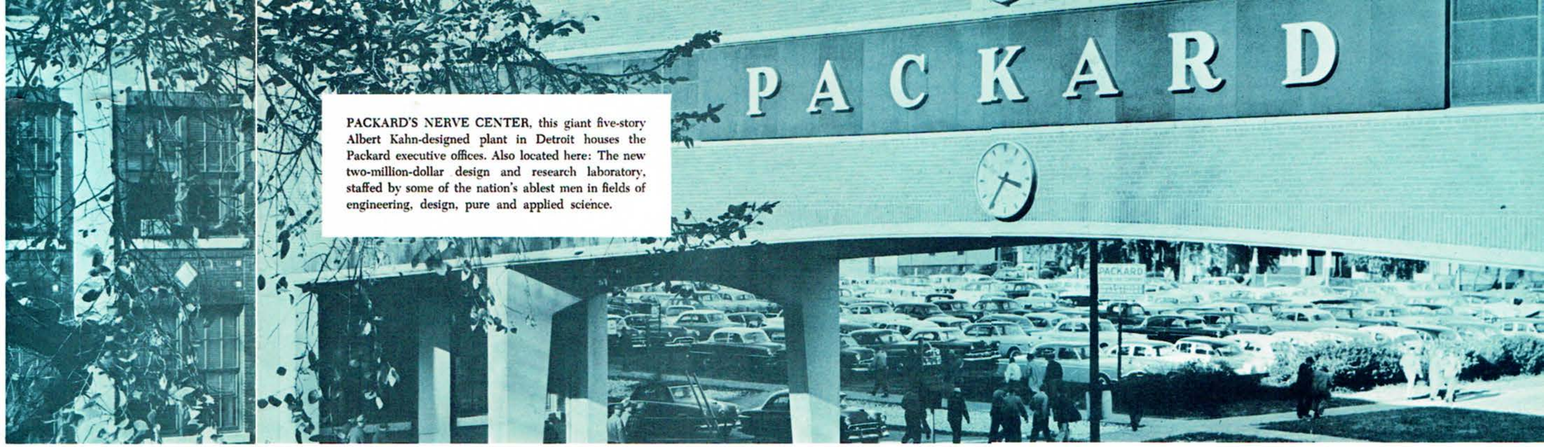
These are the hallmarks of Packard. They began in a point of time, yet they have become timeless. They are symbols, yet the quality they symbolize is as real today as it was in 1899, year of the first Packard.

Affirming the quality for which the Packard Hallmarks stand, the Classic Car Club of America recently presented this award of merit to Packard for outstanding contributions to motoring comfort and safety. The award is typical of the nationwide recognition for quality that has been accorded Packard since 1899.

Ask the Man Who Owns One

Perhaps the most famous slogan ever to originate in America, "Ask the man who owns one" has been used with justifiable pride by Packard since 1901.

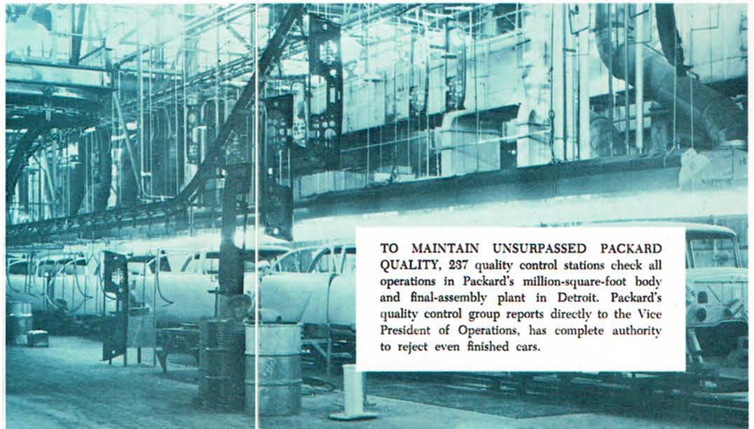
The Packard family's Coat of Arms was adopted by the Packard Motor Car Company in 1929, six years after the death of James W. Packard, builder of the first Packard and first president of the Company.



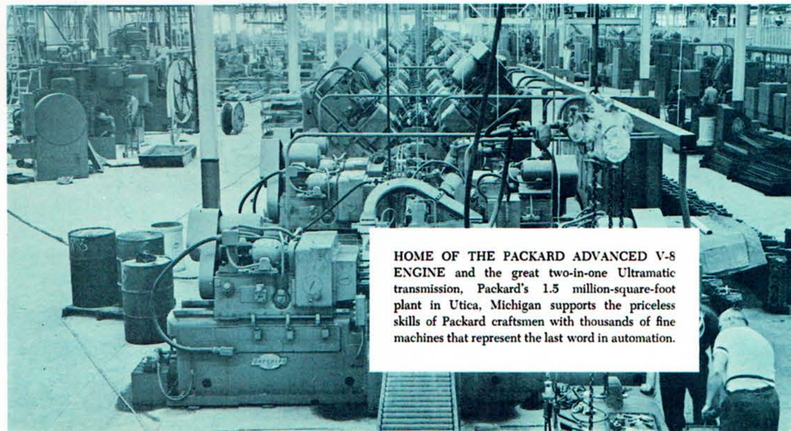
PACKARD'S NERVE CENTER, this giant five-story Albert Kahn-designed plant in Detroit houses the Packard executive offices. Also located here: The new two-million-dollar design and research laboratory, staffed by some of the nation's ablest men in fields of engineering, design, pure and applied science.

PRE-PRODUCTION PACKARDS and production models undergo the severest scientific testing that the mind of man can conceive. It's done at Packard's famed Proving Grounds – on the world's fastest 2½-mile closed track, in sand pits and water holes, and on eight miles of corrugated, chuck-holed, deep-rutted gravel and dirt roads.

The Present Stronghold of Packard Quality



TO MAINTAIN UNSURPASSED PACKARD QUALITY, 237 quality control stations check all operations in Packard's million-square-foot body and final-assembly plant in Detroit. Packard's quality control group reports directly to the Vice President of Operations, has complete authority to reject even finished cars.



HOME OF THE PACKARD ADVANCED V-8 ENGINE and the great two-in-one Ultramatic transmission, Packard's 1.5 million-square-foot plant in Utica, Michigan supports the priceless skills of Packard craftsmen with thousands of fine machines that represent the last word in automation.

New Safety Features: Long a leader in the evolution of automotive safety, Packard offers you many new features in keeping with the industry-wide concentration on added motoring protection. For example: Lowered front bumper impact bars. New impact-resisting safety door locks and strikers. Optional new seat belts anchored to the door and floor panel. New extended-range headlights. Improved handbrake linkage. New rear brake drums and backing plates. New wide-pedal power brakes. Low hood, high fenders. Torsion-Level suspension. Power steering. High-Torque Engine. Sunken-center steering wheel. And resilient, shock-absorbing instrument panel padding. These and many other features help make the *New* Packard a standout in this field, too.

Packard Air Conditioning. Lets you drive in complete, cool comfort even on blistering hot days. Also reduces humidity, filters dust, pollen, other foreign content from incoming air. System mounted in engine compartment. Features *four-cylinder* V-4 compressor for quiet, smooth, efficient operation.

Packard Front Heating and Defrosting System. Complete with two heater outlets, one for front-seat passengers, one for rear-seat passengers. Acts quickly to supply all of the warmth you could want. Keeps you cozy and snug on coldest winter days. Ample defrosting capacity to maintain clear, clean windshield.

Packard Signal-Seeking Radio. At the touch of the horizontal bar, radio automatically seeks out strongest station. Depress bar again and radio brings in second strongest station. And so forth. Features standard push-button and manual tuning, too. Brings you the richness and clarity of symphonic sound. Eight tubes, with electrically operated outside antenna for perfect reception. Rear seat speaker is standard in Caribbean Series, optional at extra cost in Patrician and Four Hundred models.

You are invited to see, inspect and drive

THE NEW

nineteen hundred fifty six

PACKARD

Packard Division
Studebaker-Packard Corporation

1956 Packard Specifications

ENGINE – The new free-breathing 90° V-type Packard engine powers the Caribbean Series and Patrician and Four Hundred models. The engine develops 310 horsepower in the Caribbean Series and 290 horsepower in the Patrician and Four Hundred. The new Packard engine has a displacement of 374 cu. in. with a bore of 4¼" and a stroke of 3½". The crankshaft is short, rigid and has six integrally cast counterweights. With extra large displacement, the engine delivers 405 foot-pounds of torque at 2800 rpm. Compression ratio is 10.00:1. The engine is fully mass-balanced for efficiency and smooth operation.

FUEL SYSTEM – The Caribbean Series has two 4-barrel Hi-Power Carburetors. The Patrician and the Four Hundred have single 4-barrel carburetors with 4 main jets. All carburetors are equipped with automatic choke, automatic idling control, oil bath air cleaner, silencer and flame arrestor. They also have automatic manifold heat control. Twenty-gallon fuel tank standard on all models.

TRANSMISSION – In the Patrician and Four Hundred, Packard's Ultramatic Transmission is standard equipment. In the Caribbean Series, Packard's new *Electronic* Push-Button Ultramatic is standard.

REAR AXLE RATIOS – Unless otherwise specified, all Packards will be equipped with maximum-performance rear axle ratio of 3.54 to 1. Other ratios available: 3.31 to 1, 3.07 to 1, and a ratio of 2.87 to 1 for maximum economy.

TORSION-LEVEL RIDE – All Packards offer advanced Torsion-Level Ride featuring an exclusive interconnection between front and rear wheels for the most stable, smoothest, softest ride ever offered.

TORSION-BAR SPRINGS – Two full-length torsion bars and two compensator bars give a combined length of over 26 feet of torsion-bar action.

LOAD LEVELIZER – A load levelizer unit, mounted onto the frame and operating on a timed cycle of 5-7 seconds, compensates for any load change.

STABILIZER BARS – Front and rear bars keep the car stabilized on turns and uneven roads.

BRAKES – All cars are equipped with the safety-set hand brake and Packard Servo-Hydraulic, self-energizing type service brakes. Power Brakes are standard on the Caribbean Series, and an extra cost option on the Patrician and Four Hundred.

ELECTRICAL – All Packards are equipped with a new and compact 12-volt system. They have a large capacity 60-ampere hour 12-volt battery, air-cooled generator with automatic control, moistureproof wiring and full automatic spark control.

LUBRICATION – All Packards have full-pressure lubrication to all connecting rods and main bearings and cam and rocker-arm bearings. They have a gear-type oil pump and floating screen-type oil intake.

COOLING – All Packards have a pressure-sealed radiator. They have full-length water jackets around cylinders and water all around cylinder bores. Tube and fin radiator core cooling system has a 26-quart capacity.

WINDSHIELD WIPER – All Packards have an exclusive Cam-O-Matic wiper arm and a Super Speed motor to provide clear, wide-view visibility through the Packard wraparound windshield. Vacuum power is supplied by a rotary vane vacuum pump driven by the oil pump shaft.

EXHAUST – All Packards have a dual exhaust system with reverse-flow muffler and a resonator in each exhaust line.

WHEELS AND TIRES – All cars are equipped with new silent tread tubeless low-pressure tires. Size 8.00 x 15.

EXTERIOR DIMENSIONS –

Wheelbase	127 in.
Over-all Width	78 in.
Front Tread	60 in.
Over-all Length	218.5 in.
Over-all Height –	
Patrician & Four Hundred	62.3 in.
Caribbean Series	61.7 in.
Rear Tread	60.9 in.

Studebaker-Packard Corporation reserves the right at any time, and without notice or obligation, to alter the design of or to discontinue any model or product; to change prices, to change any specifications including, but not limited to, colors, materials, dimensions or equipment.

PACKARD DIVISION • STUDEBAKER-PACKARD CORPORATION
DETROIT 32, MICHIGAN

Form No. P-100–9/55

Litho in U.S.A.

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